

Notice of References Cited	Application/Control No. 09/755,738	Applicant(s)/Patent Under Reexamination SANDHOLM ET AL.	
	Examiner Jonathan Ouellette	Art Unit 3629	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,980,962	12-2005	Arganbright et al.	705/26
*	B	US-2004/0143470	07-2004	Myrick et al.	705/007
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Roman, Ernan, "The Underachieving Database," American Demographics Marketing Tolls Supplement, pp: 48-55, June 1996.
	V	Close, Wendy S., "Database marketing: building long-term customer relationships for maximum profits." Telemarketing, v10, n5, p50, November 1991.
	W	"Only the Ubiquitous Will Survive," Extraprise Publication - Extraprise Report, Vaol.3, No. 5, June 2000.
	X	www.clientlogic.com, retrieved from internet wayback machine, 8/15/2000-11/9/2000.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.